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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/736,543	12/13/2000	Cung Ngoc Phan	M61.12-0298	8316
27366 7590 11/01/2007 WESTMAN CHAMPLIN (MICROSOFT CORPORATION) SUITE 1400 900 SECOND AVENUE SOUTH MINNEAPOLIS, MN 55402-3319			EXAMINER ELISCA, PIERRE E	
			ART UNIT 3621	PAPER NUMBER
			MAIL DATE 11/01/2007	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

## Office Action Summary

**Application No.**

09/736,543

**Applicant(s)**

PHAN, CUNG NGOC

**Examiner**

Pierre E. Elisca

**Art Unit**

3621

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 21 August 2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 20-39 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 20-39 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

### DETAILED ACTION

1. This communication is in response to Applicant's RCE filed on 08/21/2007.
2. Claims 20-39 remain pending.

### ***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 20-39 are rejected under 35 U.S.C. 103 (a) as being unpatentable over Sleeper (U.S. Pat. No. 6,401,074) and Agarwal et al (U.S. pat. No. 6,314,466) in view of Grant et al (U.S. Pat. No. 4,660,168).

As per claims 20-30 Sleeper substantially discloses an augmented point of sale system that displays, and that may broadcast, during a retail transaction, promotional information to a customer selected on the basis of the context of the transaction, comprising:

A control unit configured to operate at least a customer display device and configured to receive input data related to a sales transaction from at least one of a plurality of input devices, a point-of-sale program module coupled to the control unit and configured to process the input data by accessing a point-of-sale database, a customer display program module coupled to the control unit and the point-of-sale program module, the

Art Unit: 3621

customer display program module configured to display the processed input data on the customer display device, and wherein the control unit is coupled to the customer display program module and includes an internal timer (see., abstract, col 1-col 6).

Sleeper fails to explicitly disclose the claimed limitation wherein said a sequence of multimedia entries of which the customer display program. However, Agarwal discloses a system/method for providing random access to a multimedia object over a network.

The multimedia object comprises a multimedia file having a sequence of segments, and a table having an entry for each of a plurality of said segments (see., abstract, col 1-col 8). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to add the limitation detailed above as taught by Agarwal into the system of Sleeper because this would ensure a smooth, uninterrupted playback sequence of data.

Sleeper and Argawal fail to disclose Applicant's newly added limitation wherein said a trigger event occur that interrupts the sequence or multimedia entries. Grant discloses a customer initiated ATM transaction which includes a CPU 52, a timer 148, and a trigger event (see., fig 4, col 9, lines 59-69, col 10, lines 1-21, and for the trigger event, see fig 9, col 18, lines 35-58). It would have been obvious to a person of ordinary skill in the art at the time the invention was made to add the limitation detailed above as taught by Grant into the systems of Sleeper and Argawal because that would interrupt playback sequence of data in the event of failure or malfunction.

Art Unit: 3621

As per claims 31-39 Sleeper substantially discloses an augmented point of sale system that displays, and that may broadcast, during a retail transaction, promotional information to a customer selected on the basis of the context of the transaction, the method comprising:

A control unit configured to operate at least a customer display device and configured to receive input data related to a sales transaction from at least one of a plurality of input devices, a point-of-sale program module coupled to the control unit and configured to process the input data by accessing a point-of-sale database, a customer display program module coupled to the control unit and the point-of-sale program module, the customer display program module configured to display the processed input data on the customer display device, and wherein the control unit is coupled to the customer display program module and includes an internal timer (see., abstract, col 1-col 6).

Sleeper fails to explicitly disclose the claimed limitation wherein said a sequence of multimedia entries of which the customer display program. However, Agarwal discloses a system/method for providing random access to a multimedia object over a network.

The multimedia object comprises a multimedia file having a sequence of segments, and a table having an entry for each of a plurality of said segments (see., abstract, col 1-col 8). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to add the limitation detailed above as taught by Agarwal into the system of Sleeper because this would ensure a smooth, uninterrupted playback sequence of data.

Art Unit: 3621

Sleeper and Argawal fail to disclose Applicant's newly added limitation wherein said a trigger event occur that interrupts the sequence or multimedia entries. Grant discloses a customer initiated ATM transaction which includes a CPU 52, a timer 148, and a trigger event (see., fig 4, col 9, lines 59-69, col 10, lines 1-21, and for the trigger event, see fig 9, col 18, lines 35-58). It would have been obvious to a person of ordinary skill in the art at the time the invention was made to add the limitation detailed above as taught by Grant into the systems of Sleeper and Argawal because that would interrupt playback sequence of data in the event of failure or malfunction

#### RESPONSE TO ARGUMENTS

5. Applicant's arguments filed on 08/21/2007 have been fully considered but they are moot in view of new ground (s) of rejection.

#### ***Conclusion***


6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Pierre E. Elisca whose telephone number is 571 272 6706. The examiner can normally be reached on 6:30 to 5:00. Patents and hoteling.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Andrew Fischer can be reached on 571 272 6779. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3621

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

October 18, 2007

  
PIERRE EDDY ELISCA  
PRIMARY EXAMINER  
TECHNOLOGY CENTER 3600